

# Changing the world, one step at a time...

## Environmental initiative



in partnership with

Équiterre

Green  
Communities  
CANADA

### Corporate Actions

### Details



## Sustainable Transportation

1

### Reduce greenhouse gas (GHG) emissions from business travel

- Adopt an internal business travel policy to encourage sustainable transportation
- Develop an inventory management system to measure yearly GHG emissions
- Set a reduction target for business travel in year one
- Optimize electronic tools (video-conferencing, teleconferencing, telecommuting) to reduce work-related travel

2

### Encourage green commuting solutions

- Adopt an environmentally-friendly transportation strategy by encouraging the use of public transit, carpooling, bicycling and walking to get to work



## Fair Trade and Ethical Consumption

3

### Promote socially responsible and environmentally sustainable purchasing

- Promote responsible consumption in our directories across Canada
- Produce directories in a responsible manner
- Raise awareness among employees and users about the effect of the choices they make as consumers

4

### Make socially responsible and environmentally sustainable purchasing choices

- Adopt a sustainable procurement policy
- Maintain the purchase of 100% post-consumer recycled paper for YPG offices
- Print financial disclosure reports (annual and quarterlies) on 100% post-consumer recycled paper
- Buy socially responsible corporate gifts
- Gradually increase the proportion of ethical promotional material in the YPG Brand store

5

### Promote the purchase of certified fair trade products

- Make available a choice of certified fair trade coffee in each cafeteria
- Encourage vendors to select and offer other fair trade products



## Ecological Agriculture

**6**

**Promote community-supported, local and organic agriculture**

- Publish information on local organic farming in the directories
- Encourage vendors of locally grown organic food to advertise in the directories



## Energy Efficiency

**7**

**Implement energy efficiency measures in YPG offices**

- Conduct an energy consumption audit of YPG offices
- After evaluation, improve energy-saving measures like installing saving devices and setting a threshold temperature before using air conditioning
- Implement and communicate the energy saving policy (lighting)
- Raise energy conservation awareness by participating in environmental initiatives such as the EarthHour event

**8**

**Collaborate with YPG distributors to reduce their GHG emissions**

- Inform distributors of YPG's environmental commitment
- Discuss GHG reduction opportunities and encourage them to collect some data to support YPG's GHG inventory



## Waste Management

**9**

**Encourage directory source reduction**

- Encourage the public to use YPG's online and mobile directories
- Distribute residential directories every 2 years in large urban markets
- Offer consumers the choice of the number of books they receive

**10**

**Support directory recycling**

- Develop partnerships with municipalities and provinces to encourage residents and businesses to recycle
- Produce easily recyclable directories

**11**

**Enhance source reduction and recycling in YPG offices**

- Implement and improve internal programs such as the Paper Reduction Initiative and electronics recycling
- Implement a recycling tracking system to measure our paper consumption and set a reduction target



## Social And Community Involvement

**12**

**Contribute to employee social involvement**

- Maintain current fundraising efforts for local organizations and encourage employee volunteering activities for the company's charity of choice

